



**2012 Silver ADDY Award**  
The ADDY (American Advertising) Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world.



**2010 and 2011 Gold MarCom Award Winner for Best Consumer Magazine**

MarCom Awards is an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. The competition is so well thought of in the industry that national public relations organizations, local ad clubs, and local business communicator chapters are entrants. MarCom Awards are administered and judged by the Association of Marketing and Communication Professionals.



**2009 Best New Magazine or Journals**

After having published just four issues, *Lake Norman CURRENTS* received national recognition by being awarded the 2009 APEX Award for Publication Excellence. An accomplishment we are extremely proud of!



awards



**www.LNCURRENTS.com**  
Our state-of-the-art Web site gives you highlights of the current issue, a photo gallery from current events, a full-screen version of our online issue, archives of past issues, an events calendar and our blog which allows you to voice your opinion about various Lake Norman issues. As an added value, one click on your ad appearing in our online magazine links directly to your company's Web site, allowing your business worldwide exposure!

web site

**Contact Info**  
We are the magazine for and by the people who call Lake Norman home, so tell us what you think! Do you have a story idea or a special event you'd like to see covered in our photo gallery? Call or send us an email. We'd love to hear from you!

**Office number:** 704-749-8788  
**Fax:** 1-888-887-1431  
**Advertising:** Sharon Simpson, Publisher Sharon@LNCURRENTS.com  
**Editorial:** Lori K. Tate, Editor Editor@LNCURRENTS.com

contact us

**It's All In The Family...**

Refine your marketing by joining Venture Magazines' family of advertisers. Your advertising representative can advise you on how to save by advertising in two or more of our products. We make advertising easy!

Reach Professional Women with Today's Charlotte Woman's influential market, ages 30-60, throughout the Charlotte metro area.  
www.todayscharlottewoman.com



Reach Modern Moms with Little Ones Magazine's decision-making mothers, ages 25-45, throughout the Charlotte metro area.  
www.littleonesmagazine.com



Reach the Desirable Lake Norman Market with Lake Norman CURRENTS' upper-income residents.  
www.LNCURRENTS.com



**2013 Media Kit**

**We're all about Lake Norman.**

LAKE NORMAN  
**CURRENTS**  
www.LNCURRENTS.com



### Mission Statement

Lake Norman CURRENTS magazine will embody the character, the voice and the spirit of its readers, its leaders and its advertisers. It will connect the people of Lake Norman through inspiring, entertaining and informative content, photography and design, all of which capture the elements of a life well lived on and around the community known as Lake Norman.

### Distribution

Selective distribution includes direct delivery to all households in the Lake Norman area with an average HHI of \$150,000+. Copies are also available at lake-area Harris Teeter stores and Cashions Quik Stops.

Alternative distribution includes select neighborhood saturation, as well as 75+ indoor and outdoor rack locations throughout the four-county area surrounding Lake Norman.

Subscriptions are available for \$19.95 per year.



### Giving back to our community.

Since our launch in November 2008, CURRENTS has been part of giving back over \$100,000 to the Lake Norman community through fund raisers and special events. We participate in numerous community events per year. We believe that supporting our business community promotes growth and prosperity and creates a healthy economy. CURRENTS cares about our community!

Pub Date	Advertising Deadline
Jan. 3 (Jan. issue)	Dec. 6
Feb. 1 (Feb. issue)	Jan. 9
March 1 (March issue)	Feb. 8
April 2 (April issue)	March 8
May 1 (May issue)	April 5
June 3 (June issue)	May 8
July 2 (July issue)	June 7
August 1 (August issue)	July 8
Sept 3 (Sept. issue)	Aug. 9
Oct. 1 (Oct. issue)	Sept. 9
Nov. 1 (Nov. issue)	Oct. 9
Dec. 3 (Dec. issue)	Nov. 7
Jan. 3, 2014 (Jan. issue)	Dec. 9

# The voice and the spirit of readers, leaders and advertisers in Lake Norman

### Full Color Ad Sizes and Cost

- Single insertion rates - discounts for multiple insertions outlined below.
- 2-Page Spread . . . . . 16.5" x 9.875" . . . . . \$2900
- Back Cover . . . . . 7.5" x 9.875" . . . . . \$2500
- Inside Front Cover . . . . . 7.5" x 9.875" . . . . . \$2000
- Page 1 . . . . . 7.5" x 9.875" . . . . . \$2000
- Pages 2-7 . . . . . 7.5" x 9.875" . . . . . \$1750
- Opposite Contents . . . . . 7.5" x 9.875" . . . . . \$1850
- Full Page . . . . . 7.5" x 9.875" . . . . . \$1500
- 1/2 Page V (Island) . . . . . 4.93" x 7.5" . . . . . \$975
- 1/2 Page H . . . . . 7.5" x 4.84" . . . . . \$850
- 1/4 Page . . . . . 3.65" x 4.84" . . . . . \$475
- 1/8 Page . . . . . 3.65" x 2.32" . . . . . \$225
- \* Any full page ad can be a bleed ad. Create the ad to our trim size 9 x 10.875 and add .125 to all sides for bleed. Please keep all important information with in the safe area, 8" x 9.875".
- **Real Estate section** (exclusively real estate advertising)
- Full Page . . . . . \$1000
- 1/2 Page H . . . . . \$725
- 1/4 Page . . . . . \$375

### Advertising Agency discount:

- 15% off gross open rates only.
- 5% off net contract rates.

### Non-profit Agency (501-C3) discount:

- 20% off gross rates

### Contract rates for consecutive issue commitments available with the following discounts:

- **4x contract** 15% discount off each insertion
- **7x contract** 20% discount off each insertion
- **12x contract** 25% discount off each insertion

Ask us about alternative ways to advertise your business including inserting special flyers or postcards inside each magazine or just the poly-bagged copies; double fold pull-outs, 4-page centerfolds and much more!

**Ad Production:** All ads must be submitted in digital format. Files must be CMYK and Macintosh compatible. Ads should be submitted as a high-resolution PDF. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print. PDF file and all embedded graphics should be 300 dpi. All fonts must be embedded. All colors are CMYK (4 plates) no spot colors and no RGB colors. Ads other than CMYK will be rasterized in PhotoShop then reconverted to PDF. For full-page bleed ads, be sure to extend graphics at least 1/8" beyond the trim marks on all four sides. Ensure that live copy is at least 3/8" inside from trim. Trim size is 9" x 10.875".

**File Delivery:** Files may be submitted via email, FTP site, or on non-returnable CD or DVD (Mac-readable) disks. Label disk, files and printout with "LNC-(advertiser name)." Ship to Lake Norman CURRENTS Magazine, P.O. Box 1676, Cornelius, NC 28031. Contact your sales representative for an overnight delivery address.

**Email:** Digital files may be submitted electronically by email to the following address: ads@LNCcurrents.com. Please use "LNC-(advertiser name)" in the subject area of the email.

**FTP Site:** Large files may be uploaded to our FTP site. To access the site please go to www.sparkftp.com, username: Incurrentsad. Use your email address as the password.



**Payment for Advertising:** Payment for advertising is expected prior to the publishing date unless otherwise approved by management. Once approved, credit terms are net 30. Customers with a 60-day outstanding balance will not be allowed to advertise until full payment has been received.

**Advertising Deadlines:** All advertising deadlines must be strictly adhered to in order for the magazine to publish according to schedule. This includes ad placement deadlines, press ready ad deadlines, proof and proof-release deadlines and cancellation deadlines. Any advertiser failing to adhere to these deadlines will be subject to a composition and/or late cancellation fee of 25% of the cost of the original ad ordered.

**Advertising Proofs:** All advertisers will be permitted one proof for typographical corrections only. Proof corrections resulting in changing more than 20% of the ad will be charged an additional \$50. If advertiser fails to release proof by proof deadline, the ad will run "as is." Any changes made to ads after the proof has been released will result in a \$50 charge.

**Advertising Errors:** Lake Norman CURRENTS will be responsible for only errors we caused or failed to correct on the proof. Credit for those errors will not

## What sets CURRENTS apart from the competition?

- CURRENTS is the only locally-owned magazine in Lake Norman.
- CURRENTS exclusively covers Lake Norman. You won't find stories from outside the area.
- CURRENTS gives back to our community through fundraisers and events that encourage our readers to participate.
- CURRENTS features monthly columns on Wine, Racing, Dining, Shopping and a calender filled with local events!

exceed the charge for the portion of the ad in which the error occurred.

**Advertising and Editorial Reproduction Rights:** Lake Norman CURRENTS retains the rights, title and interest to all advertising and editorial layouts/ designs created by the creative team for Lake Norman CURRENTS. Any reproduction of these layouts/designs appearing in any other publication or sales collateral is strictly prohibited without prior written consent from Lake Norman CURRENTS management. Reprinting of any editorial material is prohibited without written consent from the editor.

**Photos and PDF Reprints:** Requests for photos and reprints of stories and features may be purchased for \$100 each and will be delivered digitally. Requests for CD delivery will incur additional costs and shipping. Any reproduction of content used for commercial purposes must be credited to Lake Norman CURRENTS.

## distribution

## dates

## ad sizes & rates

## specs

## policies

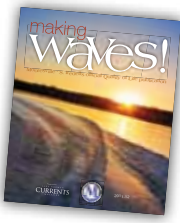
### great lake living

CURRENTS was chosen by the Lake Norman Chamber of Commerce to produce its annual relocation magazine, Great Lake Living. A portion of the profits from the ad sales into GLL go back to the Chamber to help continue their great work helping local business thrive in our community.



### making waves

CURRENTS was chosen by the Mooresville-S. Iredell Chamber of Commerce to produce its annual quality of life magazine, Making Waves. A portion of the profits from the ad sales into Making Waves go back to the Chamber to help continue their great work helping local business thrive in our community.



### lincoln county living

CURRENTS was chosen by the Lincolnton-Lincoln County Chamber of Commerce to produce its annual relocation magazine, Lincoln County Living. A portion of the profits from the ad sales into LCL go back to the Chamber to help continue their great work helping local business thrive in our community.



## Make CURRENTS your marketing partner!

We do more than publish magazines. We can create custom publications, marketing pieces, inserts and postcards designed specifically for your business. Ask your sales associate for all the details. Our mission is to help grow your business. Let us show you why CURRENTS is Lake

Norman's choice for helping small business owners reach their target audience efficiently and affordably.



Ask us how we can help your organization raise funds by producing your specialty publication!